

ORDER

KSNV

Orders
Order / Rev: 107734
Alt Order #: 06861689
Product Desc: NRCC IE 2012
Estimate: 3337
Flight Dates: 10/19/12 - 10/25/12
Original Date / Rev: 10/11/12 / 10/30/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: National Media, Inc.
Buying Contact:
Billing Contact:
 815 Slaters Ln.
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: NRCC-IE *Revised*
Demographic: A35+
Product Codes: PLI2
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/25/12	95	\$115,175.00	\$97,898.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	95	\$115,175.00	\$97,898.75	0.00
Totals	95	\$115,175.00	\$97,898.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	53%	\$115,175.00
Market	100%	\$217,311.32

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	5%	\$10,865.57
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	15%	\$32,596.70
KTUD	2%	\$4,346.23
KVVU	20%	\$43,462.26
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$10,865.57

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/19/12	10/19/12	M-F 5-6a WakeUp w/WagM	5-6a		----F--	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
WAKE W/WAGNRS1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	2		\$600.00		0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	KSNV	10/22/12	10/22/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners		5-6a	M-----	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
WAKE W/WAGNRS1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					2	\$600.00		0.00			
E 3	KSNV	10/23/12	10/23/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners		5-6a	-T-----	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
WAKE W/WAGNRS1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					2	\$600.00		0.00			
E 4	KSNV	10/24/12	10/24/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners		5-6a	--W----	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
WAKE W/WAGNRS1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					2	\$600.00		0.00			
E 5	KSNV	10/25/12	10/25/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners		5-6a	---T---	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
WAKE W/WAGNRS1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					2	\$600.00		0.00			
E 6	KSNV	10/19/12	10/19/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners		6-7a	----F--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
WAKE W/WAGNRS2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					2	\$1,000.00		0.00			
E 7	KSNV	10/22/12	10/22/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners		6-7a	M-----	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
WAKE W/WAGNRS2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					2	\$1,000.00		0.00			
E 8	KSNV	10/23/12	10/23/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners		6-7a	-T-----	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
WAKE W/WAGNRS2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					2	\$1,000.00		0.00			
E 9	KSNV	10/24/12	10/24/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners		6-7a	--W----	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
WAKE W/WAGNRS2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					2	\$1,000.00		0.00			
E 10	KSNV	10/25/12	10/25/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners		6-7a	---T---	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
WAKE W/WAGNRS2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					2	\$1,000.00		0.00			
E 11	KSNV	10/19/12	10/19/12	Today Show Today Show	CM	658a-9am	----F--	:30	1	\$1,900.00	1	0.00	NM	1	\$1,900.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$1,900.00		0.00			
E 12	KSNV	10/22/12	10/22/12	Today Show Today Show	CM	658a-9am	M-----	:30	1	\$1,900.00	1	0.00	NM	1	\$1,900.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$1,900.00		0.00			
E 13	KSNV	10/23/12	10/23/12	Today Show Today Show	CM	658a-9am	-T-----	:30	1	\$1,900.00	1	0.00	NM	1	\$1,900.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$1,900.00		0.00			
E 14	KSNV	10/24/12	10/24/12		CM	658a-9am	--W----	:30	1	\$1,900.00	1	0.00	NM	1	\$1,900.00

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E 37	KSNV	10/23/12	10/23/12	FacetoFace/Ralston Report FacetoFace/Ralston Report	CM	730-758pm	-T-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
NWS3 J. RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$900.00		0.00			
E 38	KSNV	10/24/12	10/24/12	FacetoFace/Ralston Report FacetoFace/Ralston Report	CM	730-758pm	--W----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
NWS3 J. RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$900.00		0.00			
E 39	KSNV	10/25/12	10/25/12	FacetoFace/Ralston Report FacetoFace/Ralston Report	CM	730-758pm	----T---	:30	1	\$900.00	1	0.00	NM	1	\$900.00
NWS3 J. RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----T---					1	\$900.00		0.00			
E 40	KSNV	10/20/12	10/20/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$525.00	1	0.00	NM	1	\$525.00
JEOP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$525.00		0.00			
E 41	KSNV	10/22/12	10/22/12	Mon PR 8-9p Monday Prime 8-9pm	CM	8-9pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$4,000.00		0.00			
E 42	KSNV	10/23/12	10/23/12	Tues PR 8-9p Tuesday Prime 8-9pm	CM	8-9pm	-T-----	:30	2	\$4,000.00	1	0.00	NM	2	\$8,000.00
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					2	\$4,000.00		0.00			
E 43	KSNV	10/21/12	10/21/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$10,000.00	1	0.00	NM	1	\$10,000.00
NBC SUN-FTBL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$10,000.00		0.00			
E 44	KSNV	10/21/12	10/21/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----S	:30	2	\$1,800.00	1	0.00	NM	2	\$3,600.00
NWS3 LVE-PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					2	\$1,800.00		0.00			
E 45	KSNV	10/22/12	10/22/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	M-----	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
NWS FOLO DEBATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					2	\$1,200.00		0.00			
E 46	KSNV	10/22/12	10/22/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
NEWS 3 AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$1,400.00		0.00			
E 47	KSNV	10/24/12	10/24/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	--W----	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
NEWS 3 AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$1,400.00		0.00			
E 48	KSNV	10/25/12	10/25/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
NEWS 3 AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$1,400.00		0.00			
E 49	KSNV	10/20/12	10/20/12		CM	11pm-1135pm	-----S-	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sa-Su News 3 at Eleven															
Sa-Su News 3 at Eleven															
WKD2 NWS-AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-----S-					1	\$1,400.00		0.00			
E 50	KSNV	10/21/12	10/21/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
Sa-Su News 3 at Eleven															
WKD NWS3 AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-----S					1	\$1,400.00		0.00			
E 51	KSNV	10/19/12	10/19/12	The Tonight Show	CM	1135p-1236a	----F--	:30	2	\$750.00	1	0.00	NM	2	\$1,500.00
Tonight Show															
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	----F--					2	\$750.00		0.00			
E 52	KSNV	10/22/12	10/22/12	The Tonight Show	CM	1135p-1236a	M-----	:30	2	\$750.00	1	0.00	NM	2	\$1,500.00
Tonight Show															
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	M-----					2	\$750.00		0.00			
E 53	KSNV	10/23/12	10/23/12	The Tonight Show	CM	1135p-1236a	-T-----	:30	2	\$750.00	1	0.00	NM	2	\$1,500.00
Tonight Show															
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-T-----					2	\$750.00		0.00			
E 54	KSNV	10/24/12	10/24/12	The Tonight Show	CM	1135p-1236a	--W----	:30	2	\$750.00	1	0.00	NM	2	\$1,500.00
Tonight Show															
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	--W----					2	\$750.00		0.00			
E 55	KSNV	10/25/12	10/25/12	The Tonight Show	CM	1135p-1236a	---T---	:30	2	\$750.00	1	0.00	NM	2	\$1,500.00
Tonight Show															
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	---T---					2	\$750.00		0.00			
E 56	KSNV	10/19/12	10/19/12	Late Night w/Fallon	CM	1236a-136am	----F--	:30	2	\$350.00	1	0.00	NM	2	\$700.00
Late Night w/Fallon															
J FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	----F--					2	\$350.00		0.00			
E 57	KSNV	10/22/12	10/22/12	Late Night w/Fallon	CM	1236a-136am	M-----	:30	2	\$350.00	1	0.00	NM	2	\$700.00
Late Night w/Fallon															
J FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	M-----					2	\$350.00		0.00			
E 58	KSNV	10/23/12	10/23/12	Late Night w/Fallon	CM	1236a-136am	-T-----	:30	2	\$350.00	1	0.00	NM	2	\$700.00
Late Night w/Fallon															
J FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-T-----					2	\$350.00		0.00			
E 59	KSNV	10/24/12	10/24/12	Late Night w/Fallon	CM	1236a-136am	--W----	:30	2	\$350.00	1	0.00	NM	2	\$700.00
Late Night w/Fallon															
J FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	--W----					2	\$350.00		0.00			
E 60	KSNV	10/25/12	10/25/12	Late Night w/Fallon	CM	1236a-136am	---T---	:30	2	\$350.00	1	0.00	NM	2	\$700.00
Late Night w/Fallon															
J FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	---T---					2	\$350.00		0.00			
E 61	KSNV	10/20/12	10/20/12		CM	1130pm-1:02am	-----S-	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00

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KSNV

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Saturday Night Live															
SAT NITE LIVE															
<div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div>															
<div> <div>Week: 10/15/12</div> <div>10/21/12</div> <div>-----S-</div> <div>1</div> <div>\$2,000.00</div> <div>0.00</div> </div>															
E 62	KSNV	10/21/12	10/21/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
SPORT NT-L VGS															
<div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div>															
<div> <div>Week: 10/15/12</div> <div>10/21/12</div> <div>-----S</div> <div>1</div> <div>\$400.00</div> <div>0.00</div> </div>															
													Totals	95	\$115,175.00